

ABSTRACT OF THE DISCLOSURE

On-demand electronic advertising information is provided for items used in scenes of television programs. The advertising information is received along with broadcasts of associated television programs. Selected advertisement modes alert a viewer when advertising information is available for an item displayed in a scene of the television program broadcast. The viewer alert comprises displayed marks superimposed over the broadcast of the television program. The displayed marks comprise indicators for each item for which advertising data is available, and the indicators may be representative of the items to which the indicators correspond. The advertising information for a particular item is selected when the viewer selects the indicator corresponding to the item in which the viewer is interested. Upon selection, the advertising information is displayed along with the broadcast of the currently selected television program. The advertising information may be used to electronically order the associated item.